

## SEMESTER – III: MARKETING

### Mandatory Course 1: Marketing Strategy

Course Type:	PS: Program Specialisation	Course Credits:	4
Course Code:	M3PM507	Course Duration:	60 Hours

#### Course Objective:

- To provide foundational knowledge of strategic marketing concepts and frameworks.
- To equip students with analytical tools to evaluate market opportunities and competitive positioning.
- To enable formulation and execution of comprehensive marketing strategies aligned with organizational goals.
- To cultivate skills in integrating strategic decision-making with marketing functions and resources.
- To foster the ability to critically evaluate marketing strategy effectiveness and adapt to market dynamics.

#### Course Outcomes:

- CO1: Understand the fundamentals of strategy formulation
- CO2: Apply concepts learnt to create meaningful differentiation for customers
- CO3: Analyse the market position and opportunities using frameworks learnt
- CO4: Evaluate alternative strategies keeping in mind customer differences, Trade - offs etc.
- CO5: Create a marketing strategy based on concepts.

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Segmentation, Targeting and Positioning – brief overview; marketing segments to strategic segments	CO1, CO2, CO5	10
2	5C's analysis – customer/consumer analysis, competitor strategies and strategic moves,	CO1, CO2,	10

	collaborator- value net, company- capabilities, competitor capabilities matrix, context	CO5	
3	Formulate the Product policy – elements of value creation for the customer; product mix, line decisions; modifications of product lines; product testing – become the voice of the customer – go/no go decisions	CO2, CO3, CO4, CO5	10
4	Formulate the Promotions policy – role of moments of truth, customer reviews, 6 M's model of communication – market, mission, message, media, money, measurement; one-way v/s two communication; mass v/s customized communication; use of social media	CO2, CO3, CO4, CO5	10
5	Formulate the Distribution Policy – types of channels, channel selection based on product characteristic; consumer behavior impact on channel decisions; extent of control and resources available and choice of channel; strategic channel management – role conflict, goal conflict, communication failure, incentives and penalties in channel management	CO2, CO3, CO4, CO5	10
6	Decide on Pricing Decisions – value-based pricing, designing a price band; pricing strategy and tactics; linkage between managing the price band width and types of promotions, competitive responses to pricing strategies	CO2, CO3, CO4, CO5	10

**Textbooks:**

1. What is marketing? Alvin Salk, HBS Press
2. Marketing Strategy. Orville Walker, Harper Boyd Jr, John Mullins. McGraw Hill Education.

**Reference Books:**

1. Harvard Business Essentials: Marketer's Toolkit. Harvard Business Review Press.
2. Tilt: Shifting your Strategy from Products to Customers. Niraj Dawar. Harvard Business Review Press.
3. Marketing as Strategy: Understanding the CEO's agenda for Driving Growth and Innovation. Nirmalya Kumar. Harvard Business School Press. Boston, MA

